

# Keep it Basic

- New POS supports new national ad campaign!
- Replaces old, non-promotional POS (white background) in all stores.
- Order now! Kits are on open order at PMExpress.
- Pack kit items will be force-shipped in November 1997.

## Pack Display Kit (Kit #52304)



PACK DISPLAY HEADER - 1/Kit  
13 1/4" W x 4 1/4" H



12" STARBURST - 2/Kit



POSTER - 1/Kit  
11 3/4" W x 18" H

## Carton Merchandiser Kit (Kit #52307)



150-CARTON DISPLAY HEADER - 1/Kit  
21 1/8" W x 9 1/4" H



CF HEADER - 1/Kit  
24 3/8" W x 4 1/4" H



SYSTEM 2000 HEADER - 1/Kit  
23 3/8" W x 7 1/4" H



VISION 2000 BACK-LIT HEADER - 1/Kit  
24 3/4" W x 8" H

## Banner Kit (Kit #52306)



BANNER - 1/Kit  
6" W x 4" H

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